

OCT 20 1941

SUN	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	<u>FOGA DRESS COLLECTIONS FOR PALM BEACH AND CRUISE-RESORT WEAR</u>		
	We have it on the authority of the Fashion Originators Guild that <u>some</u> FOGA Dress Houses (other than the Sportswear Guild, who established their dates early and followed a definite Opening schedule beginning this past Monday, October 13th) have already begun to show their Palm Beach and Cruise-Resort Collections. Still other Houses will open their Resort Collections at their own discretion any time from now on through the balance of the month. <u>Travel Collections</u> will be shown beginning the <u>middle of November</u> . <u>Early Spring Lines</u> will be shown towards the <u>end of November</u> ; complete Spring Collections after January 1st. We should like to give you more definite information but cannot do so while the houses themselves are so indefinite about their plans. We list below such houses as have already announced to us that they are now showing new collections.....		
Now Showing	NEW CRUISE-COLLECTION New collection of "William Bloom Originals" for Cruise-Resort wear. Contact: William Bloom, WI. 7-9227.	BEAUCRAFT CORPORATION	498 SEVENTH AVENUE
Now Showing	RESORT-INTO-SPRING COLLECTION	AMERICAN SPECTATOR	530 SEVENTH AVENUE
Now Showing	NEW RESORT COLLECTION Dennison is ready with a collection of spirited sportswear, classic and tailored, designed by Maud Scholle and specializing in "Match and Mix 'Em" Sets. Trade and Press cordially invited to see Collection from now on. Telephone: CH. 4-5922.	DENNISON KLOTHES	1384 BROADWAY
Now Showing	CUSTOM-MADE HATS WITH GOWN COLLECTION Acknowledging that no gown or costume is complete without its hat or head-dress, Mina-Harris, Gowns, have invited Marina, Milliner, to join them with an original collection of "inspired, exquisitely detailed custom-made hats." To see collection, contact: Miriam Proctor, PL. 8-0826.	MINA-HARRIS	THE PARK LANE 299 PARK AVENUE
Now Showing	HIGH-STYLE SKI COLLECTION Mr. Picard is in town, back from his Sun Valley Shop with a collection of high-style ski-fashions which will be sold on an exclusive basis to a limited number of retailers. To see, contact: Mr. Picard, BR. 9-7974.	F. A. PICARD	29 WEST 46TH STREET
Now Showing	CALIFORNIA LINES AT NEW YORKER. (8th Fl.--phone ME. 3-1000 for appointments)		
	IRENE M. BURY, LTD.	IDEAL SPORTS OF CALIFORNIA	
	LOU KORNHANDLER	ECLIPSE BLOUSES & PLAY CLOTHES	
	MARJORIE MONTGOMERY	STUDIO SPORTSWEAR MODE OF CALIFORNIA	
	MARJORIE'S THINGS	SALLY FORTH FORMALS	
	PATRICIA PERKINS	HARMEL	
	PACIFIC KNITTING MILLS	OLYMPIC SPORTS TOGS	
	CRAIG OF CALIFORNIA	PALM SPRINGS SPORTSWEAR	
	JOAN WEINTRAUB	ROSE SPORTSWEAR	
	SPORTSWEAR, LTD. OF LOS ANGELES		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	1ST SHOWING-NEW SUIT HOUSE Erwin Lowenthal and Sidney L. Cohen have joined forces in establishing "Brunswick Tailleurs", a new resource which will sell suits from \$10.75 up. The Opening Collection promises "new tones for resort wear.. new treatments.. tailored and soft dressmaker touches.." Collection may be seen without special appointment from now on.	BRUNSWICK TAILLEURS	512 SEVENTH AVENUE
Now Showing, Thru October 25	EXHIBITION: LEBANESE COSTUMES Fine collection of Lebanese costumes, commemorating the "Méríte Libanais", an honor conferred upon Miss Ethel Traphagen by Monsieur Jacques d'Aumale, minister plenipotentiary of the Lebanese Government, in recognition of Miss Traphagen's contribution to fashion and her use of this historic collection to teach students how to make adaptations for current fashion trends. Exhibit open to Trade and Press. Publicity: Miss Ilona Rosenfeld, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
<u>WEEK ENDING FRIDAY, OCTOBER 17, 1941</u>			
Friday October 17	OPENING: EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Friday October 17 3-5:00 P.M.	PRESS PREVIEW: NEW GLOVE COLLECTION Merry Hull, creator of the "Finger Free" principle in glove-construction, will preview her newest glove collection to members of the Fashion Press. By invitation. Publicity: Eleanor Lambert, PL. 5-8580.	MERRY HULL	2 BEEKMAN PL., N.Y.C.
Friday October 17 3-6:00 P.M.	PRESS PREVIEW: SEAMOLDS SWIM SUITS Presenting Seamolds Swim Suits for 1942 to members of the Fashion Press. By invitation. Publicity: Joyce Hirshon, Hirshon Garfield, BR. 9-9350.	FLEXEES, INC.	417 FIFTH AVENUE
Friday Evening October 17	PRESENTING SCHOOL & PARTY FASHIONS By special request, Mary Lewis will show school and party fashions to the girls of the fashionable Cold Spring School. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	COLD SPRING SCHOOL COLD SPRING, N. Y.
Saturday October 18	16TH ANNUAL HUNT MEET	MONMOUTH COUNTY HUNT RACING ASSOCIATION	AMORY HASKELL ESTATE RED BANK, NEW JERSEY
Saturday October 18 2:00 P.M.	SPORTSWEAR FASHION SHOW Presenting highlights from Gimbel's "Classic-Maker" Collection - a new family of tailored fashions which will be featured exclusively by Gimbel's in N.Y. Open to Press and public. Publ. Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD STREET 3RD FLOOR SPORTS SHOP
Saturday October 18 3:30 P.M.	BUSINESS GIRL BENEFIT FASHION-SHOW AND TEA Following an annual custom, Arnold Constable will present a Business Girls' Fashion Show at a bridge-tea staged by the Women's Committee of the American Institute of Banking. There will be 6 groups of clothes, highlighting costume-essentials for the business girl. Anne Ames, Business Girls' Advisor of Arnold Constable, will be fashion commentator. Tickets, \$2 each. Proceeds to U.S.O. Publicity: Lucille Shearwood, CA. 5-2300.	ARNOLD CONSTABLE FOR AMER. INST. OF BANKING	BILTMORE ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 20, 1941</u>			
Monday October 20 9:30 A.M. Breakfast	PRESS PREVIEW: NEW HAND BAG COLLECTION Azka, who has consistently maintained the highest Paris traditions in her American Showings, is now ready to preview her latest--a collection of Christmas gift bags--to members of the Fashion Press, at breakfast. By invitation. Contact: Madame Azka, PL. 3-0955.	MADAME AZKA	STUDIO AZKA 20 EAST 57TH STREET
Monday October 20 3:30 P.M.	ACTION FASHION SHOW ON ICE Lanz of Salzburg will present skating and after-skating, ski and after-ski-fashions to members of the Fashion Press at a lively fashion show on ice. Music. Cocktails. By invitation only. Gay Blades Publicity: Sam Friedman, CI. 7-3988. Lanz Publicity: Lucille Carey, PL. 3-3800.	LANZ OF SALZBURG	THE GAY BLADES 239 WEST 52ND STREET
Monday October 20 3:30 P.M.	AUTUMN FASHION SHOW Sports clothes, "Mother-and-Daughter" ensembles and Autumn Wedding Fashions will be presented by Mary Lewis to members of the Princeton Women's Club and their guests. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	PRINCETON WOMEN'S CLUB PRINCETON, NEW JERSEY
Monday October 20 5:00 P.M.	PRESS SHOWING: BRITISH IMPORT WOOLEN FASHIONS A collection of newly arrived British import fashions, including coats, suits, dresses and hats by outstanding British creators. <u>Strictly by invitation</u> to members of the Trade and Press. Under direction of June Hamilton Rhodes, WI. 7-7476.	JUNE HAMILTON RHODES	PLAZA HOTEL PERSIAN ROOM
Monday October 20 Cocktail Time	COCKTAIL PARTY FASHION SHOW These noted American designers will show Originals: Helen Cookman, Mabel McIlvaine Downs, Louise Barnes Gallagher, Charles James, Omar Kiam, Muriel King, Tina Leser, Lyolène, Carrie Munn, Zoe de Salle, Herman Tappe, Sally Victor, and Lorna Whittingham. Open to public. Tickets, \$3 each. Proceeds to buy recreational supplies for army camps and naval stations. Colony Publicity: Marion Carter, RE. 4-3357.	CITIZENS COMMITTEE FOR ARMY AND NAVY	COLONY RESTAURANT 667 MADISON AVENUE
Tuesday October 21 1:00 P.M.	RITZ LUNCHEON FASHION SHOW The Bride's Magazine will sponsor a luncheon revue based on the "important clothes-moments in a girl's life" - beginning with her coming-out party and following thru until the "going-away" costume which starts off her honeymoon. Costumes for entire presentation by Rose Tafel, in Celanese Creative Fabrics. Open to public. Audience will largely consist of newly engaged girls, soon to be brides. Press by invitation only. Celanese Publicity: Bernard Sobel, LE. 2-5050. Ritz Publicity: Marion Morrison, PL. 3-4600.	BRIDE'S MAGAZINE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 21 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Formal Fall opening of Caprice Room at the Weylin will be marked by benefit luncheon and fashion show entitled, "Fashion Portraits",.. presented by Lentheric. Open to public. Admission, \$2.50. Contact: Lentheric, Doris Foote, PL. 3-6300. Weylin, Mrs. Haines, PL. 3-9100.	LENTHERIC, FOR MASTERS SCHOOL DAY NURSERY	CAPRICE ROOM HOTEL WEYLIN



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Tuesday October 21 1:30 P.M. Luncheon	PIERRE LUNCHEON FASHION SHOW The Tailored Woman will present new Fall fashions to the members of the Mid-Town Club and their guests, at luncheon at the Pierre. Tailored Woman Publ. Edith Carter, PL. 5-2500. Pierre Publ. Mr. T.W. Lynch, RE. 4-5900.	TAILORED WOMAN	HOTEL PIERRE ROOF GARDEN
Tuesday October 21 4-6:30 P.M. Cocktails	PREVIEW: COLOR-CONQUEST IN MEN'S SPORTSWEAR A revolutionary idea in men's sportswear, falling right in with the current necessity for simplification in fashion, without sacrifice of style or novelty. The new theme is "Spectrumized Color", and all McGregor Sportswear for the coming season will be in one color-spectrum. All shades will blend, no matter which color is mixed with which. Mr. Garfield, men's-wear authority of Hirshon Garfield, will give an explanatory talk. By invitation. Publicity: Joyce Hirshon, BR. 9-9350.	McGREGOR SPORTSWEAR	SHOWROOM 303 FIFTH AVENUE
Tuesday October 21 8:30 P.M.	METROPOLITAN MUSEUM'S TELEVISION SERIES 3rd in October series of weekly Television programs based on Metropolitan Museum sources, thus made widely accessible for design study and inspiration. Subject of program: "A New England Home of 1640". Re-telecast for children the following Thursday (Oct. 23rd) at 2:45 P.M. W2XAB Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART & C.B.S.	STATION W2XAB
Wednesday October 22 9:30 A.M. Breakfast	PRESS BREAKFAST SHOWING: MATERNITY CLOTHES IN ACTION Donu Edmond, internationally known beauty specialist, will present, to members of the Fashion and Beauty Press at breakfast, Miss Fé Alf, famous dancer, now associated with the House of Prana, and a pioneer in the teaching of special exercises for pregnant women. Miss Alf (in private life Mrs. Alfred Fippenger, and herself soon to become a mother), will demonstrate these exercises and will model Lane Bryant "Blessed Event" fashions. By invitation. Publicity: Eleanor Beesom, EL. 5-4404.	DONU EDMOND AND LANE BRYANT	HOUSE OF PRANA 8 EAST 56TH STREET
Thursday October 23 10:30 A.M.	OPENING OF NEW RESORT COLLECTION Louise Macy (operating without the Mrs. Potter who was responsible for the first Macy-Potter showing), now presents her second independent collection—resort and early spring coats, suit-ensembles, day and afternoon dresses, dinner and evening gowns. The collection will be shown daily at 10:30 A.M. and 2:30 P.M. Open to Trade and Press. Contact: Miss Krauss, BR. 9-6907.	LOUISE MACY, INC.	36 WEST 47TH STREET
Thursday October 23 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Gunther will present Fall and Winter Furs at the weekly fashion luncheon in the Persian Room. Open to public. Press by invitation only. Gunther Publicity: Viola Shefer, PL. 3-2117. Plaza Publicity: Joseph Ryle, PL. 3-6744.	GUNTHER, FURS	PLAZA HOTEL PERSIAN ROOM
Thursday October 23 1:00 P.M. Luncheon	SERT ROOM FASHION SHOW LUNCHEON Highlight of the Thursday luncheon fashion show in the Sert Room, will be B. Altman's presentation of Fashions for day and evening. Even an advance glimpse of coming cruise-resort clothes! Open to public. Buffet Luncheon, \$2. Fashion Press by invitation only. B. Altman Publ., Faith Willcox, MU. 9-7000. Waldorf Publ., Ted Saucier, EL. 5-3000.	B. ALTMAN & CO.	WALDORF ASTORIA HOTEL SERT ROOM



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Thursday October 23 2:30 P.M. and 6:30 P.M.	"HALF-PINT" FASHION SHOW Another of Oppenheim Collins' popular S.R.O. "Half-Pint" fashion shows for sizes 9 to 17. Many "half-pint" celebrities will be present to add to the hi-jinks. Mistress of Cermonies, Fashion Commentator and Publicity Representative, Peggy Read, AT. 9-4966.	OPPENHEIM COLLINS	35 WEST 34TH STREET 2ND FLOOR
Thursday October 23 7:30- 8:30 P.M.	THE BRIDE'S HOUR" Feature of "late night at Macy's". Prospective brides are addressed by experts. Subject of Oct. 23rd session: "Wedding Etiquette". Open to public. For further information, contact: Mrs. Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE 13TH FLOOR
Friday Evening October 24	GALA DIAMOND BALL AND DÉBUTANTE COTILLION Very social. Sponsored by the N.Y. Infirmary for Women and Children. 100 handpicked debs will take part in the Cotillion. Diamonds will be <u>the</u> fashion of the evening, presented in a series of tableaux. Orchids will, as usual, be one of the Cotillion favors. Admission only by invitation. Publicity: June Hamilton Rhodes, WI. 7-7476.	N.Y. INFIRMARY FOR WOMEN & CHILDREN	WALDORF ASTORIA HOTEL BALLROOMS
Saturday October 25 9:30 A.M.	"TALK OF THE TEENS" FASHION SHOW Highspot of fortnightly meeting of "Talk of Teens" Club (held every other Saturday) will be a fashion showing of clothes selected from Altman's "Talk of the Teens" Shop and modeled by club members. Fashion show will emphasize Hair-do's for Teens by an expert from The Charles of the Ritz Salon. Open to club membership and fashion press. Talk of Teens Publicity: Betty Seeley, CH. 4-0329. B. Altman Publ., Faith Willcox, MU. 9-7000.	"TALK OF THE TEENS" CLUB	B. ALTMAN & CO. 2ND FLOOR
Saturday October 25 3:30 P.M.	BENEFIT FASHION SHOW Gimbel's will stage a novel fashion show for the benefit of the Catholic Big Brothers Club Auxiliary, taking as the star of the show, a theoretical young school teacher about to be married. The presentation will see her through all of the wardrobe needs of such an exciting period in a career girl's life. Show open to club membership, by invitation. Members of the Fashion Press welcome without invitation. Publ. Marjorie Howard, FE.6-5100.	GIMBEL BROTHERS	HOTEL PIERRE GRAND BALLROOM
Saturday October 25 Cocktail Time	BENEFIT FASHION SHOW AND COCKTAIL PARTY "Classics in Fashions", ranging from bathing suits to wedding gowns, will be presented by Jack Arnold on 30 models from the Arnold Mannequin School, at a society-sponsored Fashion Show and Cocktail Party for the benefit of the BAAC. Open to public. Admission, \$1. Press by invitation. Publicity: Philip Schuyler, MU. 3-4383. Teatime preview for Committee at Rainbow Room on Mon. Oct. 20, 5 P.M., will include first American versions of air-raid fashions, custom-tailored by Andrews of Luxenberg.	BRITISH AMERICAN AMBULANCE CORPS	RAINBOW ROOM ROCKEFELLER CENTER
Week of October 27 SPRING	SIMULTANEOUS SHOWING: N.Y. & ST. LOUIS SHOE LINES	NEW YORK & ST. LOUIS SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS & VANDERBILT, COMECORE, NEW YORKER, McALPIN HOTELS
Monday October 27 Luncheon	PRIVATE DEALERS' LUNCHEON Strictly private, important Dealers' Luncheon at which I. Miller will as usual present their new Shoe Collection for Spring and Southern Resorts. Admission by ticket only. Fashion Director, Verne Clarke, ST. 4-7800.	I. MILLER & SONS	FACTORY, 43-10 23RD ST. LONG ISLAND CITY



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 27 12 Noon Luncheon	SHOE DEALERS' LUNCHEON Newton Elkin's traditional Dealers' Luncheon. Principal speaker: Mr. Walter Halle, Gen. Mdse. Mgr. Halle Bros., Cleveland. Topic: "Manufacturers, Merchants; Collaborators". Mrs. Ruth Rusling who has addressed many Newton Elkin meetings in the past, will again discuss "Spring Shoes in Relation to the Spring Fashion Picture". For dealers only, and strictly by invitation. Publicity: Paul Elkin, LO. 5-6569.	NEWTON ELKIN	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM
Beginning Monday October 27- November 1, Press Preview <del>Sunday</del> <del>Afternoon</del> October 26	WOMEN'S NAT'L EXPOSITION OF ARTS AND INDUSTRIES 18th annual exhibit. <del>Program planned</del> to focus America's attention on value of <u>hand arts</u> to relieve tension and help sustain morale. Slogan "STEADY HANDS... STEADY NERVES". <del>All exhibits to be active demonstrations</del> , with craftsmen at work and audience participating wherever possible. Foreign Section will include fine art treasures. Also costumes of various countries and samples of handicrafts from invaded countries. Crown Princess Marta of Norway will attend Opening. American exhibitors include well-known artists and designers. Of special interest: <u>Free French</u> exhibit, showing best existing examples of fashions and accessories designed and made in Paris <u>before</u> the war. <del>Modern furniture and paintings, from Manet to Picasso, will also be part of Free French display.</del> Open to public. Admission 50¢. <del>Time of Sunday Press Preview in later issue of FASHION CALENDAR.</del> Publicity: Betty Stone, PL. 3-4770.	WOMEN'S NATIONAL INSTITUTE	GRAND CENTRAL PALACE
Tuesday October 28 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON 3 radio stars will report on "When Radio Listeners Speak": Bessie Beatty, WOR; Adelaide Hawley, Editor, WABC's "Woman's Page of the Air"; and Alice Maslin, (Nancy Craig) director, WJZ's "Women of Tomorrow" program. Members may bring guests. Luncheon \$1.25 (including tip). Reservations from. CI. 7-1734.	FASHION GROUP SALES PROMOTION DIVISION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Tuesday October 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Brides will star in the Mary Lewis Presentation at the regular Tuesday Salon d'Elegance Fashion Luncheon at the Ritz. The show will <del>cover</del> a girl's life from courtship through marriage, the honeymoon, and maternity, presenting fashions for every phase. Also mother-and-daughter fashions - always a specialty of this House. Real diamond jewelry from Cartier will share spotlight. Open to public. Press by invitation only. Mary Lewis Publ., Rosemary Sheehan, PL. 8-3300. Ritz Publ., Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 28 3:00 P.M.	PREVIEW: MID-WINTER & RESORT COSTUMES Press showing of Mid-Winter and Resort costumes executed in English fabrics by Maria Krum and presented by Deeken, Ltd. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DEEKEN, LTD.	37 WEST 57TH STREET
Tuesday October 28 7:00 P.M.	BIG MEETING OF MILLINERY INDUSTRY Millinery Trade meeting to, among other things, outline campaign against bareheadedness. Motion pictures will illustrate developments; speakers will discuss achievements of Millinery Fashion Councils. Admission by invitation, to members of the Trade and Trade Press. Contact: Eastern Women's Headwear Assoc., CH. 4-3044.	EASTERN WOMEN'S HEADWEAR ASSOC.	HOTEL ASTOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 30 12:30 P.M. Luncheon	15TH ANNUAL LUNCHEON MEETING & FASHION SHOW Luncheon meeting will be addressed by Dr. Murchison, Pres., Cotton Textile Institute, Professor Slickter, Harvard University, and others. Meeting will be followed by fashion show presenting "Cotton Fashions of the Past, the Present and the Future". Open to members of Cotton Textile Institute and Trade Press. Fashion Show and Publicity Director, Virginia Jewel, WO. 2-0270.	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL
Thursday October 30 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Stein & Blaine will be the exhibitor in the weekly luncheon Fashion Show held in the Persian Room of the Plaza. Open to public. Press by invitation only. Stein & Blaine Publ., Kay Merrill, CO. 5-2837. Plaza Publ., Joseph Ryle, PL. 3-6744.	STEIN & BLAINE	PLAZA HOTEL PERSIAN ROOM
Wednesday Thursday October 30-29 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW Beautiful furs for day and evening, by Dein-Bacher of the Waldorf, will be the high-spot of the Sert Room's regular Thursday luncheon Fashion Show. Open to public. Buffet Luncheon, \$2. Press by invitation only. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Monday Nov. 3-14	BIG CHICAGO APPAREL EVENT	STYLE CREATORS AND DRESS MFGS. ASSOC.	MERCHANDISE MART AND INDIVIDUAL SHOWROOMS
Wednesday Evening Nov. 5 Through Nov. 12	GALA OPENING: NAT'L. HORSE SHOW 58th year. Show runs through Wednesday, Nov. 12th (8 nights - 7 matinees). Gala Sunday Night performance at popular prices. Proceeds of entire show to benefit U.S.O. for Nat'l Defense. Feature attractions: International Military Jumping Contest every night; Civilian Jumping every performance. Social headquarters at Waldorf Astoria, where series of luncheons, receptions and dinners will take place, climaxed by Annual Horse Show Ball, Monday, Nov. 10. Contact: Mr. Maximilian Elser, Jr., Chairman, Press Committee, Nat'l. Horse Show, MO. 4-7700.	NAT'L. HORSE SHOW ASSOCIATION	MADISON SQUARE GARDEN
Wednesday Nov. 6 2:30 P.M.	EXHIBIT PREVIEW: "SOURCES OF FASHION" The Museum of Costume Art will stage an exhibit whose theme is "Sources of Fashion Inspiration", including: hats, shoes, purses, gloves, belts. Also, exhibit of "Fashions in War Time" as shown in plates from 1917 on. Press preview Wednesday, Nov. 5, 2:30 P.M. By invitation. Invitation preview for Members, Donors, and Friends of the Museum that same afternoon, Wed., Nov. 5, from 4-7 P.M. Exhibit opens to public, free, Thurs., Nov. 6, from 10 A.M. to 5:30 P.M. Daily. Publicity: Jane Ellis, VO. 5-3800.	MUSEUM OF COSTUME ART	ROCKEFELLER CENTER 630 FIFTH AVENUE
Thursday Nov. 6-5 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW Evening fashions exclusively will be the subject of Jane Engel's presentation in the regular fashion show series held at luncheon every Thursday in the fashionable Sert Room. Open to public. Buffet luncheon, \$2. Press by invitation only. Jane Engel Publ. Herbert Bijur, RH. 4-0300. Waldorf Publ., Ted Saucier, EL. 5-3000.	JANE ENGEL	WALDORF ASTORIA HOTEL SERT ROOM



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<del>Thursday</del> <del>Nov. 6</del> <del>5:30</del> <del>6:30 P.M.</del>	<b>"CONFERENCE ON WEDDINGS"</b> Jane Engel's ever-increasing bridal business has led to a "Consumer-Conference" on weddings, to be addressed by Miss Alexandra Potts, Editor, The Bride's Magazine. Miss Potts will discuss the two primary problems of the day: "Budgeted Weddings" - maintaining that all weddings, however elaborate, should be budgeted first; and "War Brides" - because so many girls are marrying into the army, the navy or the air force. The conference will also be addressed by an outstanding designer of wedding gowns. Open to Press and public. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL	1025 MADISON AVENUE AT 79TH STREET
<del>Wednesday</del> <del>Nov. 12</del> <del>1:00 P.M.</del> <del>Luncheon</del>	<b>RITZ LUNCHEON FASHION SHOW</b> Because Tuesday, Nov. 11th is Armistice Day, the regular Tuesday Salon d'Elegance Luncheon Fashion Show becomes a Wednesday showing, presented by Stein & Blaine and featuring gowns and furs. Open to public. Press by invitation only. Stein & Blaine Publ., Kay Merrill, CO. 5-2837. Ritz Publ., Marion Morrison, PL. 3-4600.	STEIN & BLAINE	RITZ CARLTON HOTEL OVAL ROOM
<del>Thursday</del> <del>November 13</del> <del>1:00 P.M.</del> <del>Luncheon</del>	<b>PERSIAN ROOM LUNCHEON FASHION SHOW</b> Following a trip to the California Market, Mary Lewis will present California Playclothes at the regular Thursday Fashion Luncheon in the Persian Room. Open to public. Fashion Press by invitation. Mary Lewis Publ., Rosemary Sheehan, PL. 8-3300. Plaza Publ., Joseph Ryle, PL. 3-6744.	MARY LEWIS	PLAZA HOTEL PERSIAN ROOM
<del>Monday</del> <del>Dec. 1-10</del>	<b>ICE FOLLIES</b> Details in later issue. Publicity, Mr. Ted Deglin, CO. 5-6800.		MADISON SQUARE GARDEN
<del>Monday</del> <del>Dec. 1</del>	<b>SPRING MARKET WEEK</b> Advance of 7 weeks over last Spring's Market Week, due to difficulty of obtaining materials necessary to manufacturing of corsets.	CORSET & BRASSIERE ASSOC. OF AMERICA	HOTEL VANDERBILT & INDIVIDUAL SHOWROOMS
<del>Tuesday</del> <del>December 2</del> <del>11:00 A.M.</del>	<b>FASHION SHOW: "CORSETS MARCH ON"</b> One of highlights of "Spring Corset Week"! Warner Brother's presentation of new foundations and brassieres in an amusing and at the same time constructive fashion show, "Corsets March On", under direction of Mr. John Love. Luncheon follows for Fashion Press and buyers from all over U.S.A. Strictly by invitation. Contact: Mrs. Jean Gordon, Warner Brothers, 200 Madison Avenue, AS. 4-1194.	WARNER BROTHERS CO.	WALDORF ASTORIA HOTEL GRAND BALLROOM
<del>Wednesday</del> <del>Dec. 3</del> <del>7:00 P.M.</del> <del>Dinner</del>	<b>DINNER FASHION SHOW</b> 1st Fashion Show of House Dress Institute, association of volume-priced garment mfgs. Theme of show: "Cottons for You for 1942". Admission, \$10 per plate. Open to Trade. Press by invitation only. Chairman of Committee, Mr. I. L. Polakoff, Shelby Mfg. Co., LA. 4-5063.	HOUSE DRESS INSTITUTE	WALDORF ASTORIA HOTEL
<del>Wednesday</del> <del>Dec. 3</del> <del>7:00 P.M.</del> <del>Dinner</del>	<b>NATIONAL TEXTILE DINNER CONFERENCE</b> Conference will take up "Simplification and Identification", giving low-down on labelling. Principal speaker: Donald M. Nelson, O.P.A. Tickets and further information from Roger Wolcott, Exec. Sec. N.C.R.C., 8 W. 40th St., Publicity, Roger W. Riis, MU. 2-0304.	NAT'L. CONSUMER- RETAILER COUNCIL	WALDORF ASTORIA HOTEL STARLIGHT ROOF



DATEWHAT'S GOING ONGIVEN BYWHEREHOME FURNISHINGS CALENDAR

Now Showing	PORTABLE DEFENSE HOUSING- UNIT AND BOMB SHELTER Open for inspection during next 2 months, in sculpture garden of Museum. Museum Publicity: Sarah Newmayer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.
Saturday October 18 3:30 P.M.	"SAMPLING PARTY" Press party - to sample "sweets" by Desider Kopper, formerly chief candy technician for Suchard Chocolates in Europe. Among his unusual confections are: Coffee Royal, Crème de Coffee, Figaro, Gourmand, Cocoa Almonds, Mint Pastilles, etc. Publ. Anne Roberts, SC.4-9795 or RE.7-1684.	D. KOPPER, BONBONNIÈRE	796 MADISON AVENUE
Beginning Monday October 20	LINEN SHOW Presenting strictly American linens conceived and executed by American designers and American producers. Open to Press and public. Publicity: Mr. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FL. LINEN DEPT.
Monday October 20- October 24	ANTIQUES SHOW 14th exposition. Antique dealers from all over country will exhibit their wares. Open to public. Admission, \$1.10. For further information, tie-ups, etc., contact: Miss Rachel Baker, LO. 5-1849.	NAT'L. ANTIQUES EXPOSITION	HOTEL COMMODORE ALL 3 BALLROOMS
Monday October 20 4:00 P.M. Tea	PREVIEW EXHIBIT: CHINESE WALLPAPERS Tea time preview of "magnificent Chinese Hand Painted Wall Papers". For members of the Press. Contact: Mr. Mortimer. RE. 7-3413.	MORTIMER'S	762 MADISON AVENUE
Wednesday October 22 12:30 P.M. Luncheon	FOOD EDITORS LUNCHEON To celebrate publication of new Cook Book - "Cooking à la Ritz", by M. Louis Diat, Chef of the Ritz Carlton ever since its opening. Ritz Publicity: Marion Morrison, PL. 3-4600.	RITZ CARLTON HOTEL	CRYSTAL ROOM
<del>Thurs. Nov. 6</del> <del>Monday Nov. 10</del> 4:30-6:30 P.M. Press Preview <del>Nov. 10</del> <del>Nov. 10</del> <del>Monday</del> Nov. 17- Nov. 25	<del>GALA PRESS OPENING: NEW PAHLMANN ROOMS Press invitation preview. Public Opening, following Monday morning, Nov. 10th. Publicity: Mr. Charles Nicolai, WI. 7-3300.</del> NATIONAL ART WEEK Annual event established last year by Presidential proclamation for promotion and sale of American Art. This year's slogan: "A Work of American Art For Every American Home". Nat'l. Chairman: Mr. Thomas J. Watson, Pres., Internat'l. Business Machines Corp. N.Y.C. has set up local Art Week Council with Paul Manship, sculptor, as one of 2 co-chairmen; 2nd not yet announced. To tie-in, contact: N.Y. City Council for Art Week, 157 E. 67th St.	<del>LORD &amp; TAYLOR</del>	<del>5 AVE. AT 39TH ST. 7TH FLOOR</del>

DATES AHEAD

Oct. 27 NAVY DAY  
Oct. 31 HALLOWE'EN  
Nov. 4 ELECTION DAY  
Nov. 11 ARMISTICE DAY  
Nov. 20 THANKSGIVING DAY\*  
Dec. 25 CHRISTMAS (Thursday)  
DEC. 31 NEW YEAR'S EVE (Wednesday)

RED LETTER WEEKS

Nov. 10-16 NATIONAL FATHER & SON WEEK  
Nov. 11-30 NATIONAL RED CROSS WEEKS  
Nov. 17-23 NATIONAL ART WEEK  
Dec. 25, to  
Jan. 1, '42 NATIONAL HOBBY WEEK

\*In N.Y. and 24 other states. Balance, on Nov. 27.



# MUSIC... THEATRE... NIGHT SPOTS

- Saturday  
October 18  
10:00 P.M.  
'till  
Dawn
- CHINA CLIPPER CABARET Automat Restaurant, 5th Ave. at 45th St.  
Very social Chinese Cabaret party to benefit United China Relief, staged, surprisingly, at the Automat, where subscribers are invited to "go High Hat". Late supper via regular coin-in-the-slot-system. Entertainment by such notables as Bill Robinson, Carmen Amaya, Hal Le Roy, etc. Also dancing; game room; jewelry and gift auction conducted by Eddie Cantor, etc. Open to public. Admission, \$1.50. United China Relief Publicity, Miss Norgaard, MU. 3-6835.
- Monday  
October 20
- BLOCK PARTY FOR SAILORS Shubert Alley, between 44th & 45th Streets  
In celebration of Navy Week, John Golden and George Abbott, producers of "Claudia" and "Pal Joey" respectively, will give a "beer and hot dog" party for all sailors on leave from their ships, as well as the casts of the two plays.
- Monday  
October 20
- PREMIERE: AS YOU LIKE IT Mansfield Theatre, 256 W. 47th St.  
Ben Boyar-Eugene Bryden production of Shakespearian comedy with Helen Craig as Rosalind. Special student-faculty preview performance Friday Evening, October 17th, at special prices: 55¢ and 83¢.
- Tuesday  
October 21
- PREMIERE: GOOD NEIGHBOR Windsor Theatre, 157 W. 48th St.  
Drama by Jack L. Levin, under management of Sam Byrd. Directed by Sinclair Lewis, with Anna Appel and Gustave Schackt.
- Wednesday  
October 22
- PREMIERE: CANDLE IN THE WIND Shubert Theatre, 225 W. 44th St.  
Maxwell Anderson drama with Helen Hayes. Directed by Alfred Lunt. Presented by Theatre Guild and Playwrights' Company.
- Thursday  
October 23
- PREMIERE: WALT DISNEY'S "DUMBO" Broadway Theatre, 1681 Broadway  
Story of an elephant with floppy ears who learns to fly through the air and becomes the greatest circus attraction in the world. In Technicolor.
- Tuesday  
October 28
- PREMIERE: THE LAND IS BRIGHT Music Box Theatre, 239 W. 45th St.  
Play by George S. Kaufman and Edna Ferber, with Diana Barrymore and Hugh Marlowe. Max Gordon production. Hats by John Fredericks.  
*Costumes by Irene Scheriff*
- Wednesday  
October 29
- PREMIERE: LET'S FACE IT Imperial Theatre, 249 W. 45th St.  
Vinton Freedley, Cole Porter, and Herb and Dorothy Fields musical with Danny Kay and Eve Arden. Costumes by John Harkrider. Hats by Florence Reichman.
- Thursday  
October 30
- PREMIERE: HIGH KICKERS Broadhurst Theatre, 235 W. 44th St.  
Musical with book by Bert Kalman, Harry Ruby and George Jessel. Music by Kalman and Ruby. Starring Sophie Tucker.
- Wednesday  
Nov. 5
- PREMIERE: BLITHE SPIRIT Morosco Theatre, 217 W. 45th St.  
Noel Coward's play with Clifton Webb, Peggy Wood, etc. John C. Wilson production. Nov. 4th preview for benefit of British War Relief Society.
- Beginning  
Wednesday  
Nov. 5  
9:00 P.M.
- "COFFEE CONCERT" MUSEUM OF MODERN ART 11 WEST 53RD STREET  
SERIES  
Inaugurating a series of five chic Wednesday Evening "Coffee Concerts" arranged by Louise Crane, and combining folk-music and "swing". Opening night star: Maxine Sullivan. Open to public. Tickets, \$1.50 each. Publicity: Miss Roll, Evelyn Gerstein Associates, CI. 6-7632.
- Monday  
Nov. 24
- OPENING NIGHT METROPOLITAN OPERA CO. Broadway at 39th St.  
Season opens with Mozart's "Figaro". Rise Stevens will sing leading role.